BACKGROUND

St John Ambulance is the nation’s leading first aid charity, through which more than 400,000 people each year learn how to save a life. Its volunteers provide first aid in their communities, keeping people safe at events, and working alongside the NHS in response to 999 calls.

HOW WE HELPED

The charity campaigns to raise awareness of first aid and directly educate the public and looks to raise revenue through its website for these purposes. St John Ambulance engaged with us to help increase the search visibility of its website.

After carrying out a detailed phase of Discovery to analyse the client’s current performance, marketplace, industry, customers and competitors, our team developed a bespoke organic search strategy that would meet St John Ambulance’s objectives.

We then used monitorTRAX™, one of our in-house technologies, to address and improve technical on-page factors, and built up the website’s link profile and authority through the creation of a high-quality content and outreach campaign.

THE RESULTS SO FAR

Our work resulted in 44 of St John Ambulance’s keywords appearing on the first page of Google, with 9 ranking at number one.

54.77% INCREASE IN OVERALL TRAFFIC (MAR 2012 - FEB 2014)

162.84% INCREASE IN MOBILE TRAFFIC (MAR 2012 - NOV 2014)